



Omer Reed ~ Creating The Exceptional Dental Practice

Course Preparation Materials

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Course Introduction

Congratulations!

You are enrolled in the *Omer Reed - Creating The Exceptional Dental Practice* at Las Vegas Institute For Advanced Dental Studies.

This course will dramatically increase your knowledge and expertise in person-centered case presentation. You will learn how to influence your guests to become more involved and enthusiastic about their dental wellbeing. *Service is not just a noun, it's a verb.*

Day One: Marketing the New Personal Relationship

- How to create a 40% overhead , 60% net practice in 12 months
- How to create a lifestyle of “free time anytime”
- The top 100 profile of persons in your practice
- Internal marketing and retention of people coming for care
- The “file cabinet millionaire”
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Day Two: The Seamless Care Team

- A Patient Centered Office
- A superior and motivating compensation system
- Creating the personal and professional image
- Demonstrating competence
- Conflict resolution
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Day Three: Fees, Practice Model and Case Presentation

- The non piece work fee schedule
- The single-chair data based model practice
- Effective case presentations

To optimize your learning experience, please read this course preparation packet carefully. If you have any questions or concerns, please call LVI at (888) 584-3237.

Travel Information

For all of your travel arrangements, please call Jeri our in-house travel manager, LVI Travel at (877) 805-3388. LVI Travel will introduce you to the most attractive hotel, airfare and car rentals available in Las Vegas. **Ask about our special rates in Summerlin The Red Rock Resort and Spa, JW Marriott Resort and Spa, and The Suncoast Hotel and Casino and the non-gaming Trump Towers on the strip**

Travel expenses are not included in your tuition.

Course Change & Cancellation Policy

Registration fees are non-refundable and must be exercised within two years. LVI Global, LLC (“LVI”) reserves the right to cancel courses 60 days prior to the scheduled date of a course or activity. Should LVI cancel a course or activity, LVI will apply the full value of any deposits and fees related to said course or activity to future LVI course or activities. Should LVI cancel a course or activity, you may also have the option of having the deposits returned to you. Fees remain non-refundable but, may be reapplied to another course or activity. LVI will not be responsible for any other fees, costs or consequential damages associated with canceling this LVI course or activity with the exception of non-refundable transportation or accommodation fees booked through LVI Travel. For courses requiring a live-patient, the treating Doctor must bring a patient of record. During courses conducted at LVI, I understand that photographs or video may be taken of me for educational and marketing purposes. I hold harmless LVI for any liability resulting from this production. I waive any right to inspect the finished production as well as advertising materials in conjunction with these photographs. I understand that I may receive marketing materials as a result of my attendance. In addition, by my signature on this form, I authorize LVI or its partners to contact me via mail, facsimile or email.

Change/Cancellation/Postponement Policy:

- A change, cancellation or postponement of course date is not complete without your required signature and date.

(The following do not apply if moving from TBD status to date selection)

- If change, cancellation, or postponement is received 60-90 days prior to registered course, 25% of the course fee will be forfeited.

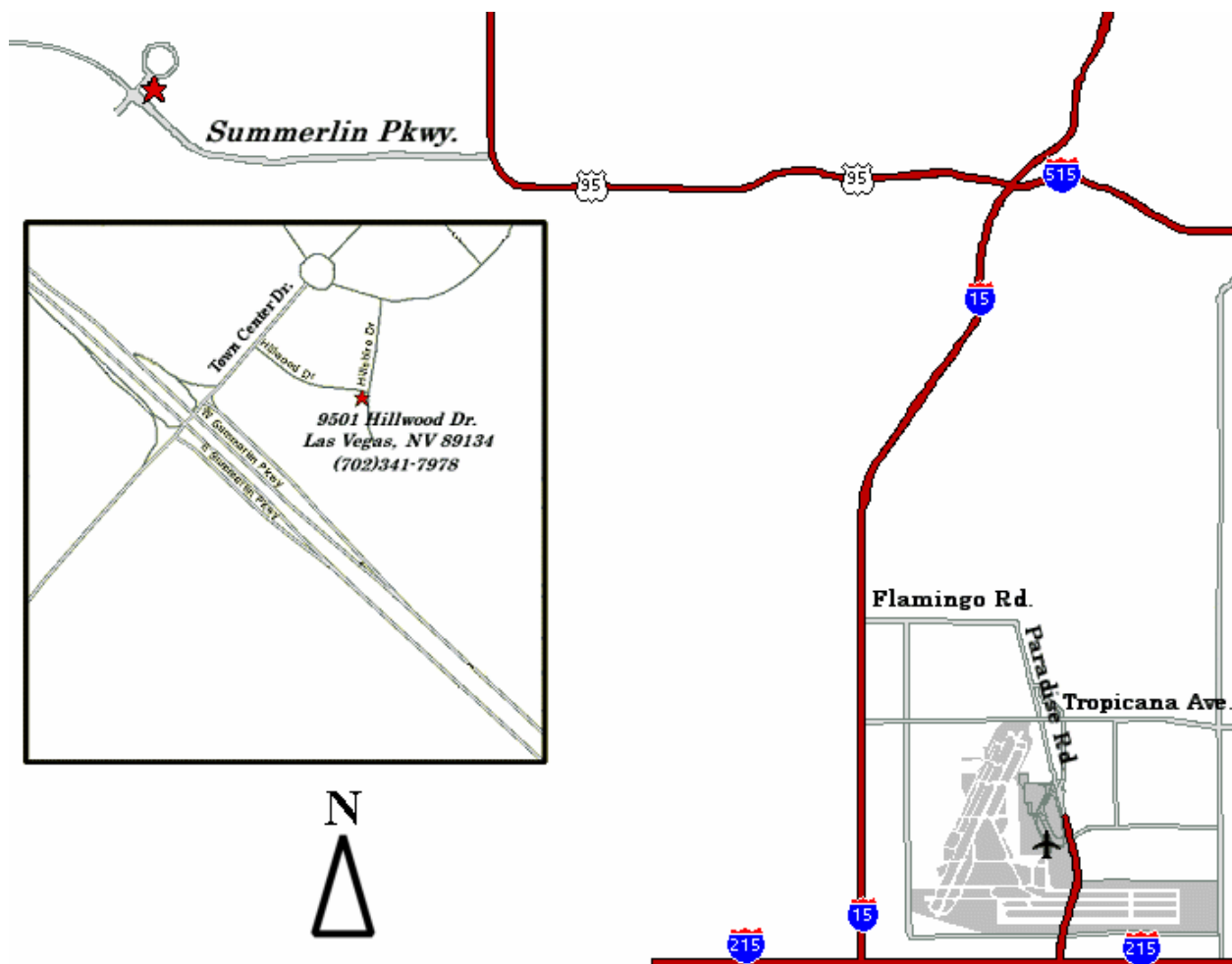
- If change, cancellation, or postponement is received within 60 days, 50% of the course fee will be forfeited.

- If change, cancellation, or postponement is received less than 30 days prior to your registered class, 100% of the course fee will be forfeited.

Directions to LVI

Directions: McCarran Airport/Strip to LVI (Las Vegas Institute)

- Take the airport connector to **Paradise Road** head north to **Tropicana Ave**
- Make left turn on Tropicana to **I-15 North** (right turn)
- Continue North to **I-95 North** exit (head West toward Reno/Tonopah)
- Take the **Summerlin Parkway** exit
- Continue West and exit at **Town Center Drive**
- Turn right at the stop light onto **Town Center Drive**
- Take an **immediate** right at the first street (**Hillwood**)
- The institute is located on the right hand corner of **Hillwood** and **Hillshire**
- Address: **9501 Hillwood, Las Vegas, NV 89134**
Phone: (888) 584-3237 or (702) 341-7978



Frequently Asked Questions

Q: What is the weather like in Las Vegas?

A: In the winter months (December through mid-March) temperatures range from lows around 15 degrees with highs up to 60 degrees. In spring (mid-March through May) the weather is nice with highs between 70-80 degrees. Summer months (June through mid-September) are hot, highs up to 110 degrees, with nice warm summer nights. In the fall (mid-September to November) it cools down with temperatures back around 70-80 degrees.

Q: What should I wear when I come to LVI?

A: Business casual. We tend to keep the building cool, so you may want to bring a light sweater.

Q: Is food served at LVI?

A: A continental breakfast is served at 7:30 each morning and lunch is provided each afternoon.

Q: How far is the Las Vegas Strip from LVI?

A: Approximately 12 miles. It could take up to 30 minutes with traffic.

Q: Do you provide transportation to LVI?

A: LVI provides transportation *only* from the J.W. Marriott, The Red Rock and the Suncoast Hotel. Check with the Bell Stand for pick up times on course days.

Q: If I take a cab, what do I tell the driver?

A: Take I-15 north to I-95 North to Summerlin Parkway. Exit right on Town Center Blvd and take the first right on Hillwood Drive (see "Directions to LVI" in this booklet for more detailed directions).

Q: Where do I check-in when I first arrive at LVI?

A: For every course you attend at LVI, you must check-in on the first day in the Hillwood Building (the main building). However breakfast will be served in the dining hall located in the Hillshire Building (the new building).

Amenities

Nationally Certified Massage Therapist, Rachel Marcus, may be on-site at LVI for your convenience. Call (702)232-1019 for an appointment. Cash or checks accepted.

CE Information

Important Information Regarding Your Continuing Education Credits

How Many CE Hours Can I Expect to Receive From This Course?

After completing this program, you will receive a verification letter of the appropriate AGD approved continuing education hours. These credits represent the lecture and participation portion of the course. **Your AGD number must be on file at LVI in order for us to file your education credit hours with the AGD.** You are required to complete information regarding AGD number and membership on the sign in sheet for each course. If that information is not completed, your education hours will not be sent to the AGD.

When Will I Receive My CE Credits?

Your CE form will be presented along with your plaque or certificate. Please copy the form and submit it to your governing agency.

Does LVI Submit My CE For Me?

Yes but only if you provide us with your AGD membership verification and your AGD number. It is your responsibility to keep the letter indicating your credits on file in your office and, if necessary, submit your CE hours to the appropriate organization (i.e.: your state/territory, etc.).

What Happens If I Lose My CE Form?

Once you receive your CE forms, hold on to your originals and send copies when submitting your CE hours. If your original letters are misplaced, LVI must charge a \$30.00 processing fee for necessary research. Replacement CE letters can take up to 3 weeks to receive.

Educational Objectives

Upon the completion of this course, participants should be able to:

1. Identify methods for creating a 40% overhead, 60% net practice in 12 months.
2. Discuss how to create more free time.
3. Understand internal marketing and retention of people coming for care.
4. Define a "Patient Centered Office"
5. Create a personal and professional image.
6. Demonstrate competence in your practice.
7. Understand conflict resolution including "how-tos" in personal communication and increasing the quality of human relationship to high trust and low fear.
8. Identify the "non-piece work" fee schedule and the "single-chair" data-based model practice.
9. Define how to create an effective case presentation.